FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00040913 **Type of Permit:** FILMING **Release Date:** 06/13/2011

Production Company HELLO & CO

Insured Company Name HELLO & CO

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title CHEERIOS

Type of Production Commercial - Standard

Producer Carl Swan

Director Matt Smuckler

1st AD Ed Walsh

Production Manager Vick Shandra

FilmL.A. Coordinator Naomi Kajiyama

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 323-465-9494

Location Assistant n/a n/a
Primary Phone Mobile - n/a
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$704.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,569.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00040913
Production Company HELLO & CO
Insured Company HELLO & CO
Production Title CHEERIOS

Location Manager John Hixson
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 323-465-9494

Location Address 23221 Saticoy St, Los Angeles, CA, 91304

Location Type Market

Film Dates 6/14/2011 - 6/14/2011 07:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Hello.Cheerios.40913.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	35
Cube Trucks	3
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA City UFSO assigned	27515

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 529 **Grid:** G4

Approvals LOS ANGELES POLICE DEPARTMENT — Mark Buck
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Veronica Jaimez

Coordinator Note STORE IS OPEN TO THE PUBLIC AT 1000 HRS

Coordinator Note UFSO required 6/14 0900-1900 hrs per Capt Fowlks

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #F00040913

Appointment of Film Permits Unlimited, Inc.

As Authorized Agent and representative

I certify that I am a representative of Hello + Co ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 6-13-11

Hello + Co
Name of Principal

By:
Representative's Signature

John Hixson
Print Representative's Name

Loc. Mngr.
Representative's title

1641 N. Ivar
L.A. CA. 90028
Principal's Address

310-291-2772
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT